

WHAT ARE THE MOST POPULAR SNACKS AROUND THE WORLD?



FACT More consumers are reaching for more snacks, more often. Here is a quick look at some of the trends shaping the growing snack market around the world.

CHINA



China is the world's **largest** savory snack market

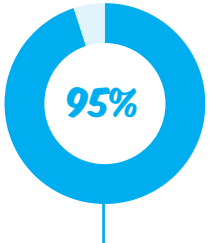
The savory snack market in China is expected to reach \$76.2 billion by 2021¹



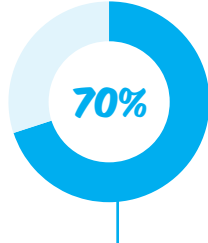
Popular snacks in China²

- Potato and rice-based chips/crisps
- Packaged nuts
- Popcorn

U.S.



Of consumers snack **daily**³



Of consumers snack **two or more** times a day⁴

The U.S. snack market is expected to reach \$15.3 billion by 2020⁵



Popular snacks in the U.S

- Salty snacks⁶
- Popcorn⁷
- Meat snacks⁸

LATIN AMERICA



Mexico is the **largest retail snack market** and has the most growth potential⁹

The combined value of the retail snack market in Brazil, Chile, Colombia, and Mexico is expected to grow to \$10.5 billion in 2022¹⁰



Popular snacks in Latin America¹¹

- Nuts
- Snack/Cereal/Energy Bars
- Fruit snacks

INDIA



Indian consumers eat snacks 2/3 times a day – Nearly **half** of urban Indian consumers say they snack two to three times a day

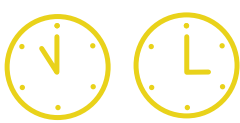
The snack market in India is expected to reach \$15.3 billion by 2020¹²



Popular snacks in India¹³

- Chips
- Nuts
- Snacks with a purpose such as elevating the mood, on-the-go convenience, and snacks suitable for fasting during religious holidays

UNITED KINGDOM



About **1/3** of Brits snack **2 or more** times a day¹⁴

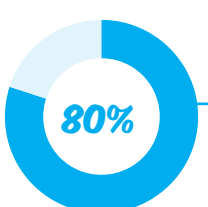
The snack market expected to reach £5 billion by 2023¹⁵



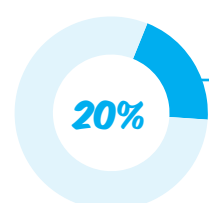
Popular snacks in the UK¹⁶

- Snack/Cereal/Energy Bars
- Potato Snacks
- Hors D'oeuvres/Canapes

HEALTHY SNACKS HAVE GLOBAL APPEAL



Of consumers globally consider health and nutrition to be important in their snack choice¹⁷



Of U.S. consumers say they consider “added nutrition to be important in their snack choices¹⁹

2/3 of European consumers say they look for healthier options when choosing a snack¹⁸

50% of consumers globally would buy more snacks if they offered an added health benefit²⁰

Learn more about the global snack market and how probiotics are influencing snacking trends, in our white paper: **Snackification Takes Hold** or by visiting www.GanedenProbiotics.com.

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Leading to Better

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